RETAIL NEWS

Red Wing Shoe Company • volume nineteen, 2007

Red Wing's Big Boot Hits The Road

Beginning the 2007 tour, the first leg of the Big Boot schedule has been set.

February 8-11	*Florida State Fair* – Tampa, FL
February 16-18	*San Antonio Stock Show* – San Antonio, TX
March 2-11	*Bike Week* - Daytona Beach FL
March 17-18	*NE Great Outdoors Show* – Albany, NY
March 23-25	*Nextel Cup/Busch Series* – Bristol, TN
March 30 – April 1	*Nextel Cup* – Martinsville, VA
April 13 – 15	*Poteet Strawberry Festival* – San Antonio, TX
April 20 – 22	*Holiday In Dixie* – Shreveport, LA
April 26 – 29	*Festival International* – Lafayette, LA
May 3 – 6	*Tulip Time* – Holland, MI
May 18 – 20	*Downtown Hoedown* – Detroit, MI
May 26 – 28	*Taste of Cincinnati* – Cincinnati, OH

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World's Largest Shoe Shine Kit

What do you need to take care of the world's biggest boot? Why the world's biggest shoe shine kit of course. As part of the 2007 Big Boot tour, Red Wing has decorated our support vehicle to look like a shoe shine kit. Stocked with Red Wing care products, the vehicle will be part of the Big Boot display at major events. The real task of the truck is to carry all the display and care materials to keep the Big Boot looking good. We think it will get a few grins as it travels over 30,000 miles this summer. Look for it in your area.

Red Wing Big Red Truck Sweepstakes

Red Wing Shoe Company will be conducting a Big Red Truck sweepstakes as part of the 2007 Big Boot tour. We will be giving away a grand prize of a big red 2007 Chevrolet Silverado along with weekly winners of Red Wing Shoes. The reason for the sweepstakes was to create more opportunities for visitors to engage the brand at the Big Boot display and as a way to capture email addresses. Email communications to prospects and customers is a low cost way to speak to consumers. We will also be featuring the sweepstakes on our website. Again we want to capture email addresses for future marketing programs. Sorry, Red Wing retailers and their immediate families are not eligible to win.

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Company Updates

Red Wing Company Owned Store Featured in *Daily Southtown*

Our company-owned retail store #159 was featured as a recommended destination location to purchase a wide variety of Carhartt clothing and accessories in the *Daily Southtown*, Chicagoland regional newspaper publication, covering entire south suburban area of Chicago.

The products were recommended by outdoor workers to stay warm in winter months. The newspaper article was on front page with photograph of store Carhartt Coat/Jacket Display on Friday January 18th, 2007. The reporter recommended dressing in Carhartt clothing to keep warm for the Bear's NFC Championship Game at Soldier Field as snow and low temperatures were expected.

$15
Off any in stock pair of Red Wing brand boots or shoes.
$15
FIFTEEN DOLLARS
THE WORLD'S LARGEST BOOT
RED WING SHOES
RED WING BRANDS OF AMERICA
Good at participating Red Wing Shoe Dealers only. Not valid with any other offer or discount. Expires July 15, 2007
EXP July 15, 2007
$15
FIFTEEN DOLLARS
$15
Retailers: Red Wing Shoe Company created this coupon to help retailers attract customers to your store. By accepting this coupon, you agree to bear the responsibility for the price-off discount.

Big Boot Coupon

As part of the Big Boot tour experience, Red Wing is distributing $15 off coupons to consumers as they tour the display. We created the coupon to help attract new customers to your store. The coupon terms state the offer is good at only participating dealers. The discount cannot be combined with any other offer or discount. By accepting the coupon, you agree to bear the responsibility for the price-off discount. In the first year of the tour, retailers who have accepted the coupon have found that the majority of the redemptions are by new customers. In some cases the new customer count has exceeded 80%. We believe a $15 discount is a very smart investment for gaining a new customer. Please note Red Wing Shoe Company will not reimburse dealers for this discount. It is at your discretion to accept the coupon.

Brand Updates

Red Wing Casuals Gain Momentum

The Red Wing Casual line continues to gain momentum. This new Fall line was one of the quiet successes at the recent WSA Show in Las Vegas. The new heritage line of Men's boots was a big hit with fashion retailers. The new slip and oil resistant offering of Men's casuals was a big seller with leading independents. And of course the mens's size and width selection of our core casual offering was equally well received. One of the leading internet retailers stated it was one of their hottest selling new offerings. If you've yet to get on-board with the line, we suggest you take a look at the offering. Just call 866-657-2617 to have a Red Wing Casual sales representative show you the line.

Irish Setter Expands Assembled in USA Products

Irish Setter continues to expand on the very successful program of boots, which are assembled in the USA with imported components. The growing category now includes knee boots and pull-ons with the addition of three styles. Described as Irish Setter's most lightweight boot, these boots are built on the same last as Irish Setter's popular Tamarack style. A great fitting boot, which is designed to closely mirror the shape of hunters' feet and feel broken in as soon as they are laced. Ask your Irish Setter rep about the new line.

Red Wing Expands Line

#910

Style #1425 and #4425 are both 6" boots with either a soft and steel toe. Featuring a 2.0 GoreTex® Fabric Lining and an insulation package.

Style #1225, #2225 and #4485 are the new direct attach, waterproof and non-insulated boots. Featuring lightweight construction with flexible rubber and a PU sole. These styles are a follow up introduction to #1246 and #2246, which are currently retailing extremely well.

Style #910 is our new 8" soft toe, a non-insulated boot with a GoreTex® Fabric Lining. This boot is perfect for those working in and out of homes all day, as the smooth sole won't track dirt and mud into homes. Also, featuring a dual density sole, PU midsole for cushion comfort and SSRT Super Slip Resistant outsole for excellent traction.

New Vasque Kids Collection Offers Quality and Function

Vasque is excited to announce the addition of a Kids collection to the line. Featuring the Blur, Mantra and Breeze in Kids sizes 8-13 and Youth sizes, 1-6, will help the brand reach younger consumers and create lifetime Vasque fans. As kids footwear is one of the fastest growing retail categories, it was a natural transition for the Vasque line.

BREEZE BLUR MANTRA

Brand Updates (cont.)

WORX New Product

Style #5854 and #5855 feature an 8" height with either soft or steel toes and a smooth rubber outsole to serve a multitude of occupations like concrete, asphalt, farmers and ironworkers.

Style #5001, #5002, #5003, #5101 and #5102 are the new steel toe, athletic footwear designed for men and women who prefer a younger athletic lookingof safety shoe.

Style #5604 and #5804, soft toe uniform boots are waterproof and insulated. These boots are designed for security personnel.

Carhartt Offers New Styles

Style #3935, #3937 and #3937 are the new waterproof, non-insulated direct attach boots with a dual density outsole for cushion comfort. These boots are lightweight and flexible for long day wear on the jobsite.

Style #3725 and #3726 is the new 6" version of the very popular style #3925 which features full grain waterproof leather, 200 grams of Thinsulate™ Ultra Insulation and an oil/slip resistant Vibram® Kletterlift sole.

Marketing Updates

RedEdge >

New and Improved Red Edge

The new and improved Red Edge online ordering site is designed specifically for use by you and delivers expanded functionality. Red Edge offers more product options, greater flexibility, and access to higher quality customer communications pieces. Moreover, as of 2007, all Red Edge components are now 100% co-opable

HOW TO ACCESS?

Log on to www.redwingshoes.com/dealers, click on Red Edge
Use 7 digit account number for user name and password (ex: 1234501)

NEW COMPONENTS

Shelf talker sets – the ability to order 'sets' of shelf talkers for new line introductions and all product within a line. Saves time by eliminating the need to input individual product numbers.

Products>Shelf Talkers>Red Wing Shelf Talker

RED WING SHOES
2233 Men's
Sizes: AA 10-14, A 10-14, B 10-14, C 10-14, D 9-14, E 9-14, EE 9-14, EEE 9-14, H 9-14
Care: Mink Oil, Silicone, Leather Protector
$119.99

Products>Postcards>Grand Opening Postcard

Price tag sets – the ability to order 'sets' of price tags that include a variety of prices and discounts. Sets are available for Red Wing, WORX, Carhartt, Vasque and Irish Setter.

Postcard builder – choose from a variety of creative messages and promotional offers to build a postcard personalized at the store level. Provides dealers with the ability to create and manage their own direct mail programs.

On-line ordering – now with shopping cart capabilities, high quality, professionally printed pieces can be ordered directly from the site and delivered directly to a store. Eliminates the need to spend additional time managing the printing and delivery side of an order.

FEATURES

Users Can:
- Create a variety of custom sales and marketing templates
- Modify and delete previously created templates
- Select individual components from a database of images
- Import custom client logos
- Order printed pieces delivered directly to their store or print their completed templates
- Download their work in progress or completed templates

Built with more user-friendly, intuitive site navigation, Red Edge now makes it even easier for dealers to raise the quality of their communications to the consumer, which ultimately enhances the value of the Red Wing brand.

Products currently available include:

- Shelf talkers
- Product cards
- Price tags
- Postcards
- Posters

The enhanced capabilities allow for expanding the product offering as demand and usage increase, so look for even more products to be available soon.

Products>Posters>Red Wing Industrial Poster

> Get the Edge

Co-op Updates

- All apparel through Red Wing catalog is now available at 50% co-op.
- In the last issue of Retail News, we included the wrong fax number for faxing your claim information directly to co-op headquarters. Please fax this information to **586-393-4604.**
- All Red Edge components now 100% co-opable.

Letters From Our Customers

I just picked up a new pair of low-top steel toe shoes. As usual they fit like a glove and I can't thank you enough for continuing to keep your customers number one, by keeping the quality number one. I wore out the last pair climbing up and down concrete bunkers in Iraq (they sure are hard on soles) and am glad to be out of the cheap replacement pair I had to wear for a while.

RF

I want to tell you about the Vasque boots that were instrumental in saving my son's foot from a serious burn. My son, an FDNY fireman was at a department function recently and was injured as a result of a fire that sparked onto his jeans. He sustained 2nd & 3rd degree burns from his right knee to his ankle and the fact that he was wearing good boots (Vasque) with the Vibram sole, I believe spared his foot. The burns start where the boot ended and the boot wasn't even really damaged and is hanging in the firehouse, waiting for my son's return, which will be in about six months. He is actually in the burn unit waiting for grafts and will probably be there for the holidays. Just thought you should know that we recognized that the boot spared my son an even longer recovery and that I am grateful.

LR

Just wanted to share an amazing story with you. My boyfriend works at a butcher-block company. On Monday February 5, 2007 someone driving a forklift ran over his foot with (approx) a four-ton forklift. He not only ran it over but it sat on his foot for about 10 seconds – long enough to ask the man driving to get it off of his foot. Finally the man did, with a smile, as he drove away without a care at all if my boyfriend was okay or not. Later, at the emergency room, the exam doctor was amazed there were no broken bones but lots of swelling and bruising and tendon damage in addition to a sprained ankle.

We believe that there are no broken bones due to the Red Wing boots he wears. Thank you for such a wonderful boot. Please keep up the good work. Please understand the amazing part of this story: Corey's heel had been run over, the forklift actually ran up the side of his boot and up his leg as it knocked him over and pulled his leg under the tire. It never touched the steel toe part of his boot where you would expect such an accident. Again Red Wing, we can't thank you enough for such a great boot.

CG

I have been wearing your steel toe Red Wing boots for ten years and they are the best boots I have ever put on. They saved my toes about three years ago when a refrigerator fell on the end of my foot. Red Wings are by far the best boot on the market. Thanks!

AK

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RED WING SHOES®

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